

# ADVERTISING/MARKETING FIRMS

LISTED ALPHABETICALLY

AGENCY	NUMBER OF EMPLOYEES	SPECIALTIES/WEB SITE	CONTACT
<b>ADVERTUS MEDIA INC.</b> P.O. Box 610, Westfield, MA 01086 (413) 564-5200	N.A.	Full-service media-buying and marketing-strategy organization; in-house production and full creative services; specializing in broadcast media and commercial copywriting and design; www.advertusmedia.com	Adam Wright
<b>ADAGIO DIGITAL ARTS + COMMUNICATION</b> 101 Federal St., Belchertown, MA 01007 (413) 323-1173	1	Creative marketing and design services; concept to creation to implementation for print and the Web; www.adagiodac.com	David Pinardi
<b>ALEXIS DESIGN</b> 5 Strong Ave., Suite 201, Northampton, MA 01060 (413) 584-1640	2	Full-service graphic design; advertising; print media; Web design; www.alexisdesignstudio.com	Alexis Neubert
<b>ALLEN MEDIA INC.</b> 21 College St., South Hadley, MA 01075 (413) 534-6100; Fax: (413) 534-6800	6	A full-service advertising agency specializing in social, current, mobile, and new media along with marketing, branding, media buying, public relations, and event-management services; featuring TV, radio, direct mail, outdoor advertising, and print campaigns; www.allenmedia.net	David Allen
<b>ANDREW ASSOCIATES INC.</b> 6 Pearson Way, Enfield, CT 06082 (800) 287-0981; Fax: (860) 741-0850	50+	Full-service, results-driven marketing and advertising firm with strategy, creative, Web-site design; e-communications; social-media marketing; data management, direct-mail services, print, and fulfillment, all under one roof; www.andrewdm.com	Teresa Utt
<b>AUCELLA &amp; ASSOCIATES</b> 132 Woodcliff Dr., Westfield, MA 01085 (413) 568-1319; Fax: (413) 562-6879	3	Full-service advertising and marketing; design and photography; Web design; www.aucellainc.com	Phillip Aucella
<b>BALBONI ASSOCIATES</b> 1383 Main St., Suite 404-406, Springfield, MA 01103 (413) 737-0399; Fax: (413) 737-7212	4	Full-service advertising, marketing, and public-relations firm; domestic and international; full in-house creative department and media specialist services; separate IndustryWire division for targeted trade press distribution; www.balboniassociates.com; www.industrywire.net	Lucy Peterson
<b>BANNON PUBLIC RELATIONS</b> 68 Mountain View St., Westfield, MA 01085 (413) 454-5264	1	Public-relations services including consumer, business, and trade media relations; community relations; writing press materials, speeches, and articles; social-media outreach; event management; trade-show media support; press tours; crisis and corporate communications	Lynn Bannon
<b>THE BENJAMIN COMPANY</b> 2 Bay Road, Suite 200, Hadley, MA 01035 (413) 585-1600; Fax: (413) 586-7297	3	Full-service advertising, marketing, and public relations	Paul Benjamin
<b>THE BIG PICTURE AGENCY, LLC</b> 86 Chester Road, Chester, MA 01011 (413) 623-0950	4	Full-service advertising, marketing, and public-relations agency; video and TV production; spa division; corporate motorsports division; www.bigpictureagency.com; www.vintageracecarsales.com	Patricia Baker Kim Baker
<b>CARLSON ADVERTISING</b> 1229 South Main St., Palmer, MA 01069 (413) 283-3079; Fax: (413) 283-3079	4	Full-service marketing, design, and strategy; www.carlsonad.com	Lucy Carlson
<b>CECCO, THE DESIGN OFFICE OF DAVID CECCHI</b> 29 Albert St., Agawam, MA 01001 (413) 786-3236; Fax: (413) 786-3237	1	Comprehensive design services for print, advertising, and packaging; www.davidcecchi.com	David Cecchi
<b>CITADELNETWORKS INC.</b> 2785 Boston Road, Suite 100, Wilbraham, MA 01095 (413) 746-6141	3	Full-service, interactive marketing agency specializing in Web site development; mobile Web sites; e-business consulting; strategic Internet marketing; mobile SMS marketing; social media; CMS systems; and e-commerce; www.citadelnetworks.com	Jeffrey Lemire
<b>THE COMMUNICATIONS GROUP INC.</b> 380 Union St., Suite 113, West Springfield, MA 01089 (413) 746-0116; Fax: (413) 746-0117	2	Advertising, marketing, public relations, and design services including direct mail and project assignments; www.tcg.net	Matt Villamaino
<b>CORPORATE RENEGADE</b> 32 Masonic St., Northampton, MA 01060 (347) 903-2679	5	Copy, messaging, strategy, creative; www.corporaterenegade.com	Mathew Goldfarb
<b>DARBY O'BRIEN ADVERTISING INC.</b> Village Commons, 9 College St., South Hadley, MA 01075 (413) 533-7045; Fax: (413) 533-1698	7	Full-service advertising; personality branding; creative strategy; specializing in independent and family businesses; www.darbyobrien.com	Gainer O'Brien Darby O'Brien
<b>DESIGN &amp; ADVERTISING ASSOCIATES INC.</b> 475 Trafton Road, Springfield, MA 01108 (413) 736-7908; Fax: (413) 736-8426	1	Full-service advertising and marketing; graphic design; Web-site design; multi-media	Edward Pessolano
<b>DEVINE DESIGN</b> 19 Old Stagecoach Dr., Monson, MA 01057 (413) 267-5076; Fax: (413) 267-5806	1	Graphic design and consulting for printing and electronic media from concept to completion; www.devinedesign2.com	Elaine Devine
<b>DIF DESIGN</b> 1350 Main St., Suite 212, Springfield, MA 01103 (413) 788-0654	5	Custom Web design; social media, e-commerce solutions; logo design/branding; corporate identity; marketing materials; media kits; www.difdesign.com	Peter Ellis
<b>DOWLING ADVERTISING</b> 18 Fernwood Dr., Wilbraham, MA 01095 (413) 599-0082; Fax: (413) 599-0092	2	Creation and placement of advertising for retail clients	Ronald Dowling

Continued

# ADVERTISING/MARKETING FIRMS

LISTED ALPHABETICALLY

AGENCY	NUMBER OF EMPLOYEES	SPECIALTIES/WEB SITE	CONTACT
<b>ENVISION MARKETING GROUP</b> 280 North Main St., East Longmeadow, MA 01028 (413) 525-6661; Fax: (413) 525-5882	5	Envision Marketing Group provides small and medium-size businesses with cost-competitive marketing strategies, including e-mail marketing, Web site design, social media, and SEO; branding; graphic design; print promotions; full media campaigns; direct marketing; www.envisionmarketingma.com	Barb Perry
<b>FITZGERALD &amp; MASTROIANNI ADVERTISING INC.</b> 32 Hampden St., Springfield, MA 01103 (413) 737-8757; Fax: (413) 731-1488	2	Full-service advertising and marketing agency with more than 20 years of experience serving retail, service, and industrial clients throughout the Northeast; www.fandadvertising.com	Gerry FitzGerald Sue Mastroianni
<b>GARVEY COMMUNICATION ASSOCIATES INC.</b> 1500 Main St., 24th Floor, Springfield, MA 01115 (413) 736-2245; Fax: (413) 736-2247	5	Marketing; public relations; advertisements; media buying; www.gcaionline.com	John Garvey
<b>GET SET MARKETING</b> 207 Worthington St., 3rd Floor, Springfield, MA 01105 (413) 781-7800; Fax: (413) 306-6093	6	Concept to implementation of graphic design, full-color printing, and Web site development; www.getsetmarketing.com	Dan Bessette
<b>GO GRAPHIX / WHITESTONE MARKETING GROUP</b> 31 Benton Dr., East Longmeadow, MA 01028 (413) 525-2244; Fax: (413) 525-9941	12	Specialty graphics design, printing, and installation services; vehicle wraps; wall, window, and ceiling graphics; trade-show displays and exhibits; digital and offset printing services; brochures; posters; banners; postcards	Jim White Gary Stone
<b>GOFF MEDIA</b> 351 Pleasant St., Suite 221, Northampton, MA 01060 (413) 237-4209; Fax: (413) 774-3874	4	Marketing and sales development; advertising creative for television, Internet, and print	David Goff
<b>GROW MY COMPANY</b> 68 Dugan Road, Ware, MA 01082 (413) 537-2474	1	Social-media strategic planning, speaking, and training including LinkedIn, Facebook, Twitter, video, and blogging; competitive positioning and branding strategies; clear value propositions; market distinction; focused messaging; works with companies and agencies; www.growmyco.com	Christine Pilch Mancini
<b>HORGAN ASSOCIATES</b> 252 Westerly Circle, Ludlow, MA 01056 (413) 348-0705	5	Full-service marketing firm that provides public relations; national and local media campaigns; television, radio, print, and Internet marketing	David Horgan
<b>JAN REYNOLDS DESIGN</b> 51 Monson Road, Wilbraham, MA 01095 (413) 599-0144; Fax: (413) 737-0472	1	Full-service graphic design; photography; advertising; print media; Web design; www.janreynoldsdesign.com; www.jrzphotos.com	Jan Ziter
<b>JASIN ADVERTISING INC.</b> 204 School St., Chicopee, MA 01013 28 Bedford Road, Springfield, MA 01107 (413) 736-9072	2	Full-service advertising in all media, from initial planning through creation and placement; www.jasinadvertising.com	Francine Jasinski Hayward; Ralph Jasinski
<b>JILL FORTIER MARKETING AND DESIGN</b> 48 Plateau Circle, West Springfield, MA 01089 (413) 734-8033; Fax: (413) 731-5509	1	Web sites; media advertising; printing; catalogues; product photography; e-mail newsletters; mailing lists; fund-raising; grant research; cost consolidation; business planning; www.jillfortiermarketing-design.com	Jill Fortier-Withee
<b>KRA MEDIA</b> 9 Research Dr., Suite 4, Amherst, MA 01002 (413) 230-3407	3	Advertising; branding; graphic design; video production; multi-media; Web-site design; SEO; social media; public relations; political consulting and campaigns; educational marketing and direct mail; www.kramedia.net	Ken Richards
<b>LAPIERRE'S ADVERTISING INC.</b> 1500 Mohawk Trail, Shelburne, MA 01370 (413) 625-9279	2	Full-service agency; retail advertising; marketing; effective, search-optimized Web sites a specialty; in business since 1980; www.lapierre.com	Rick LaPierre
<b>LIL' DOGS: A VISUAL BRANDING COMPANY</b> 386 East St., Ludlow, MA 01056 (413) 583-3435; Fax: (413) 547-8887	10	Screen printing and embroidery; digital graphics and promotional products; www.lildogs.com	Pam Boyea
<b>LSHD ADVERTISING INC.</b> 1974 Westover Road, Chicopee, MA 01022 (413) 593-1114; Fax: (413) 593-1115	10	Creative marketing, advertising, and design solutions, including brand development; targeting print, multimedia, and trade-show environments for local, national, and international clientele; www.lshd.com	Tom Leveille
<b>MARCOM CAPITAL</b> 221 Linseed Road, Hatfield, MA 01088 (413) 247-3075	1	Strategic marketing plan creation and execution; competitive research; product development; printed and electronic marketing collateral; Web sites; public relations; employee communication and training; www.marcomcapital.com	Janet Warren
<b>MARKETING DOCTOR</b> 1702 Riverdale St., West Springfield, MA 01089 (413) 896-0800; Fax: (413) 674-0004	5	Specializing in marketing plans and advertising campaigns for medical clients and political candidates; TV, radio, print, Internet, Web-site design, logo creation, graphic design, video production, digital pay-per-click campaigns; planning, organizing, research, execution, and followup to help grow clients' business; www.mymarketingdoctor.com	Janet Casey
<b>MARKET MENTORS, LLC</b> 1680 Riverdale St., West Springfield, MA 01089 (413) 787-1133; Fax: (413) 787-1143	10	Full-service marketing and advertising agency specializing in media planning and efficient media buying; creative services including concepts, copywriting, and broadcast production, as well as graphic design for print and Web; public-relations campaigns; social and digital media; corporate events; www.marketmentors.com	Michelle Abdow
<b>MASS MARKETING RESOURCES</b> 13 Knight Ave., Easthampton, MA 01027 (413) 539-7950	1	Cost-effective virtual-marketing solutions for small businesses; e-newsletters; Web-site templates; CMS support; brochures; photo editing; database development; social networking; real-estate and builder specialties; www.massmarketingresources.com	Liz Provo
<b>MOMENTUM GROUP INC.</b> 15 Oldwood Road, Wilbraham, MA 01095 (413) 525-1700	2	Sales growth for the CEO; counselors experienced in growing Fortune 20 companies and high-growth startups; www.momentumgroup.com	Karen Wilson Ken Furst

Continued

# ADVERTISING/MARKETING FIRMS

LISTED ALPHABETICALLY

AGENCY	NUMBER OF EMPLOYEES	SPECIALTIES/WEB SITE	CONTACT
<b>NEPM - NEW ENGLAND PROMOTIONAL MARKETING</b> 15 Main St., Wilbraham, MA 01095 (413) 596-4800; Fax: (413) 596-5455	23	Places company logo on business gifts and promotional items that meet strategic marketing, sales, and communication objectives; complete fulfillment services and company store programs; www.nepm.com	Kathy Selvia
<b>NOVAK ADVERTISING AND DESIGN</b> 18 Wellesley Road, Holyoke, MA 01040 (413) 534-6790; Fax: (413) 534-6491	2	Full-service marketing, advertising, and design firm; creative strategies in all media, including Web design	Judy Novak Burt Novak
<b>P &amp; M ADVERTISING</b> P.O. Box 60427, Longmeadow, MA 01116 (413) 530-6572	5	Full-service and retail advertising; www.pmadvertising.net	Michael Kessler
<b>PAGE ONE PRODUCTIONS, LLC</b> P.O. Box 423, West Springfield, MA 01090 (413) 732-5472 or (413) 530-8000	1	Licensed/bonded talent-booking agency and event planner; handles galas, grand openings, fund-raisers, concerts, and corporate functions; integrated marketing; government and PR; strategic planning	Roberta Page
<b>PAUL ROBBINS ASSOCIATES</b> 85 Post Office Park, Wilbraham, MA 01095 (413) 682-0002; Fax: (413) 682-0017	4	Strategic communications agency providing services in the areas of public relations and marketing; crisis communications; identity/strategic positioning; public-policy initiatives and approvals; Web/blog/social media; video; four-time winner of Summit International Creative Award; www.paulrobbinsassociates.com	Paul Robbins
<b>PROFORMA PRINT &amp; PROMOTIONAL SOLUTIONS</b> 77 Autumn St., Agawam, MA 01001 (413) 786-9077; Fax: (413) 789-4433	2	One-stop source for promotional products; printing services; business documents; displays; signage; e-commerce solutions; www.proforma.com/zeltner	Ellen Zeltner
<b>PURE BRANDING LLC</b> 196 Pleasant St., Suite 301, Northampton, MA 01060 (413) 548-9900; Fax: (413) 548-9902	8	Strategic branding consultancy dedicated to 'conscious branding,' revealing authentic brand strategies that enable people to effect change; global clients exclusively in the natural products industry include Gaia Herbs, Traditional Medicinals, Aura Cacia, Organic India, Vitamin Angels, Dr. Hauschka Skin Care, Boiron USA; www.purebranding.com	Yadim Medore
<b>RADWELL COMMUNICATION BY DESIGN</b> 40 Munroe St., Northampton, MA 01060 (413) 584-7828	1	Communication strategies and creative marketing concepts; visual identity/branding; full range of design services for print, Web, multi-media, fund-raising, development, and the arts; www.radwell.com	Laura Radwell
<b>ROSTER ASSOCIATES</b> 1789 Northampton St., Holyoke, MA 01040 (413) 539-6600; Fax: (413) 539-6666	5	Full-service strategic marketing, advertising, and graphic design; Web-site development and Internet marketing; corporate identity and branding; public relations; catalogs, collateral, and packaging; www.roster1.com	Terry O'Connor Mary Lempke
<b>SIRIUS DESIGN</b> 83 Old Reed Road, Monson, MA 01057 (413) 267-0990; Fax: (413) 267-5546	2	Develops comprehensive communication packages involving Web design, architectural design, advertising (radio and print), point of purchase, and brochure design; www.siriusdesign.net	Susan Bergeron-West
<b>SIX-POINT CREATIVE WORKS INC.</b> 9 Hampden St., Springfield, MA 01103 (413) 746-0016; Fax: (413) 746-0078	7	Building strong brands through advertising, packaging, Web development, and PR; specialized skills in consumer, B2B, and nonprofit marketing; www.sixpointcreative.com	Meghan Lynch
<b>STEVENS 470</b> 470 Southampton Road, Westfield, MA 01085 (413) 568-2660; Fax: (413) 562-5107	5	Full-service agency providing multi-channel marketing, advertising, design, and production of marketing materials and packaging; in-house development of mobile-compatible CMS Web sites; e-commerce solutions; social media; www.stevens470.com	Tina Stevens
<b>TAKE IT OUTSIDE</b> P.O. Box 5125, Springfield, MA 01101 (413) 374-3520; Fax: (617) 314-9293	5	Integrated marketing agency specializing in marketing, event management, and strategic planning; www.takeitoutside.com	Matthew Strzempko
<b>THINKGLOBAL INC.</b> P.O. Box 865, Northampton, MA 01061 (413) 586-8588; Fax: (413) 584-1688	7	Writing/editing; marketing/communications; graphic design; custom publishing; business plans; strategic planning; newsletters; www.thinkglobal.com	Gregory Sandler
<b>TODD M. LEMIEUX DESIGN</b> 125 Magnolia Terrace, Springfield, MA 01108 (413) 747-9321	2	Comprehensive art direction, graphic design, creative strategy, brand identity, and advertising services for print and Web; marketing collateral, Web site/navigation/UI design; book/editorial/publication design; logo and identity design; www.toddlemieux.com	Todd LeMieux
<b>TRANSIT AUTHORITY FIGURES INC.</b> 25 Main St., Suite 445, Northampton, MA 01060 (413) 727-3319	2	Print, advertising, and branding; www.transitauthorityfigures.com	Damia Stewart
<b>TSM DESIGN</b> 293 Bridge St., Springfield, MA 01103 (413) 731-7600; Fax: (413) 730-6689	8	Full-service agency providing integrated branding, multi-channel marketing, and design services for more than 25 years; SOMWBA-certified; fully credentialed; www.tsmdesign.com	Nancy Urbschat
<b>JANET UNGER</b> 82 Forbes Ave., Northampton, MA 01060 (413) 586-6479; Fax: (413) 585-5925	1	Strategic creative for advertising, marketing, and public relations	Janet Unger
<b>VAN SCHOUWEN ASSOCIATES LLC</b> 175 Dwight Road, Suite 201, Longmeadow, MA 01106 (413) 567-8700; Fax: (413) 567-7790	9	Comprehensive marketing consultation and plans; public relations and media relations; event planning; Web development and interactive marketing, including Web applications for PCs and mobiles; advertising development; media placement and program management; branding and graphic-design services; www.vsamarketing.com	Michelle van Schouwen
<b>WESTWOOD ADVERTISING ASSOCIATES</b> 510 Front St., Chicopee, MA 01013 (413) 592-0041; Fax: (413) 592-0390	4	Business-to-business marketing and advertising; public-relations services; creative design; Web-site development; www.westwoodadvertising.com	James Fiola
<b>WILD APPLE DESIGN GROUP, LLC</b> 95 Post Office Park, Wilbraham, MA 01095 (413) 279-1677	3	Firm designs Web sites and cross-media marketing campaigns; the marketing approach combines expert consultation, creativity, and innovative technology, delivering solutions for e-mail, social media, mobile, and print campaigns; specializing in nonprofit organizations; www.wildappledesigngroup.com	Amy Scott
<b>WINSTANLEY PARTNERS</b> 114 Main St., Lenox, MA 01240 (413) 637-9887; Fax: (413) 637-2045	27	Full-service, integrated marketing communication firm; capabilities include marketing strategy development; advertising; direct marketing; brand communications; design; public relations; media planning; buying; sales promotion; sports marketing; digital marketing; sister company Lenox Softworks provides Web solutions; www.winstanley.com	Nathan Winstanley